

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460



Office of Pesticide Programs

Sangeeta V. Khattar,
Steptoe & Johnson,
1330 Connecticut Ave., NW,
Washington, DC. 20036-1795

SEP -2 2010

Subject: Tile Doctor Shield
EPA Registration No.: 86200-1
Notification Date: August 3, 2010
EPA Receipt Date: August 3, 2010
Submission #: 880404

Dear Mrs. Khattar,

This letter acknowledges receipt of your notification submitted under the provision of FIFRA section 3(c)9 and PR Notice 98-10.

Proposed notification to add:

Additional optional marketing phrases, pictographs and photos, update contact number and incorporate EPA language from letter dated March 2, 2010.

General Comments

Based on a review of the submitted materials, your notification of a request for registration No. 86200-1 is acceptable.

Should you have any questions or comments concerning this letter, please contact Velma Noble at (703) 308-6233 or Jamil Mixon at (703) 308-8032.

Sincerely,

Velma Noble
Product Manager -31
Regulatory Management Branch
Antimicrobials Division (7510P)

CONCURRENCES							
SYMBOL							
SURNAME							
DATE							

Please read instructions on reverse before completing form

Form Approved, OMB No. 2070-0060, Approval expires 5-31-98



United States
Environmental Protection Agency
Washington, DC 20460

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 86200-1	2. EPA Product Manager Velma Noble	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Tile Doctor Shield	PM # 31	
5. Name and Address of Applicant (Include ZIP Code) Tile Media Properties 2727 Paces Ferry Road, SE Building 2, Suite 1680 Atlanta, GA 30338		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to:
<input type="checkbox"/> Check if this is a new address		Product Name

Section - II

<input type="checkbox"/> Amendment - Explain below	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input type="checkbox"/> Notification - Explain below	<input checked="" type="checkbox"/> Other - Explain below: <u>NOTIFICATION</u>

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Notification: Add optional marketing phrases, pictographs, & photos (images), update contact number for Tile Media Properties, and incorporate language based on EPA Reg. Letter dated March 2, 2010. See pages 2, 4, and 5 for highlighted text.

"This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statements to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA."

Section III

1. Material This Product Will be Packaged in:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input type="checkbox"/> Metal	<input checked="" type="checkbox"/> Plastic
*Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container
				<input type="checkbox"/> Glass	<input type="checkbox"/> Paper
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 8, 16, and 32 fluid ounces; 1, 5, 55, and 275 gallons		5. Location of label directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Label accompanying product	
6. Manner in Which Label is Affixed to Product		<input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____	

Section IV

1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Sangeeta V. Khattar	Title Environmental Regulatory Specialist; Steptoe & Johnson, LLP Authorized agent	Telephone No. (Include Area Code) 202.862.3812

Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law		6. Date Application Received (Stamped)
2. Signature <i>Sangeeta V. Khattar</i>	3. Title <i>Env. Regulatory Specialist</i>	
4. Typed Name Sangeeta V. Khattar	5. Date August 3, 2010	

STEPTOE & JOHNSON LLP
ATTORNEYS AT LAW

WRITER'S DIRECT DIAL
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steptoe.com

August 3, 2010

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Via **HAND DELIVERY**

Attention: Velma Noble (PM 31)

Re: Tile Doctor Shield - EPA Reg. No.86200-1
Notification to add optional marketing phrases, pictographs, and photos (images); update contact number, and incorporate language from EPA Reg. Letter dated March 2, 2010

Dear Ms. Noble:

On behalf of our client, Tile Media Properties, please find a notification to add optional marketing phrases, pictograms, and photos (images), as well as, update the contact number for Tile Media Properties. This notification is consistent with the guidance in PR Notice 98-10. In addition to the above, we've also incorporated the labeling changes noted in your March 2, 2010 Registration Letter. Thus, the *Tile Doctor Shield* label filed as part of this Notification will be formatted and submitted as the final printed label once we receive approval of this Notification.

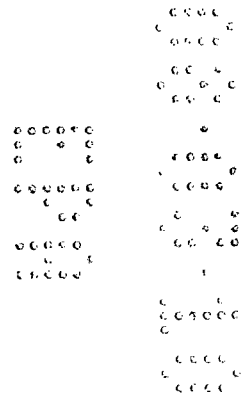
Enclosed is EPA Form 8570-1, with the required certification statement, along with one copy of the proposed label with changes highlighted. Please let me know if you have any questions or need anything further.

Regards,

Sangeeta V. Khattar

Sangeeta V. Khattar
Environmental Regulatory Specialist

Attachment: TileDoctorShield; Master Label-Notification filed 8.3.10 (edit date 8.3.10)



Note to reviewer: Bold, italicized text is information for the reader and is not part of the label. [Bracketed text] is optional text. Text separated by "/" indicates and/or options.

TILE DOCTOR SHIELD

[A SILANE QUATERNARY AMMONIUM SALT]

EPA Reg. No. 86200-1

EPA Est. 84324-GA-001

ACTIVE INGREDIENT:

3(trihydroxysilyl) propyldimethyl octadecyl ammonium chloride..... 0.84%

INERT INGREDIENTS: 99.16%

TOTAL 100.00%

KEEP OUT OF REACH OF CHILDREN

LOT NO.

NET CONTENTS

Tile Media Properties
2727 Paces Ferry Rd. SE
Bldg 2, Ste 1680
Atlanta, GA 30338

ENVIRONMENTAL HAZARDS:

Commercial and Industrial Uses:

This pesticide is toxic to fish. Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA

De-activation may be required during clean up if a spill occurs. De-activation of Tile Doctor Shield can be achieved by the addition of an anionic surfactant or detergent (such as soap, sulfones, or sulfates) in quantity equivalent to that of the active ingredient.

Residential Uses:

This pesticide is toxic to fish. Do not contaminate water by cleaning of equipment or disposal of pesticide. Do not apply directly to water.

For All Uses:

For chemical emergency ONLY (spill, leak, fire, exposure or accident), call CHEMTREC at 800-424-9300.

PRODUCT FEATURES AND BENEFITS

Tile Doctor Shield imparts durable biostatic activity to the surface of a wide variety of substrates.

Tile Doctor Shield is effective against mold, mildew and algae as a static agent.

Increased efficiency – through proper application, durable bacteriostatic, fungistatic and algistatic surfaces can be attained with a minimum amount of Tile Doctor Shield.

Provides freshness and combats deterioration and discoloration caused by bacteria, fungi and algae.

MASTER LABEL

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DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

FOR [COMMERCIAL] APPLICATIONS IN [HOMES,] [OFFICES] AND [INSTITUTIONS] ONLY

APPROVED USES: Tile Doctor Shield is effective against odor causing bacteria, bacteria which cause staining and discoloration, fungi (mold and mildew) and algae as a static agent. Tile Doctor Shield can be used as a final bacteriostatic finish on the following items to impart bacteriostatic/ fungistatic (mold and mildew) activity:

- [Carpet,] [Draperies,] [Upholstery,] [Furniture,] [Book Covers,] and [Pictures]
- Interior Non-Food Contact Hard Surfaces Including: Floors and Floor Coverings, Natural Stone, Ceramic and Non-Ceramic Tile, Walls and Wall Coverings, Ceilings, Concrete, Chrome, Stainless Steel, Fiberglass, Vinyl, Porcelain, Wood and Glass Fixtures, and Aluminum

HOW TO USE:

Dry treated areas and articles such as clothing before use. Remove children and pets from treated area until completely dry. Clean surfaces prior to application. Tile Doctor Shield is to be applied to organic and inorganic surfaces as supplied by brushing, dipping, padding, soaking, spraying, or misting until adequately wet. After applying treatment, the surface should be allowed to dry at temperatures from ambient to a maximum of 160°C (320° F) to effect complete condensation of silanol groups and to remove water, solvents and/or traces of methanol from hydrolysis. If necessary, reapply Tile Doctor Shield every ~~three months or when odor~~, staining and discoloration due to bacteria, mold stains, and mildew stains return.

For 8, 16 and 32 oz. containers:

For Pump/Trigger Spray Application: Using pump/trigger sprayer, spray entire area 4-6 inches from the surface making sure the surface is completely covered. Apply and then let stand until dry. If spotting occurs, wipe with moist cloth or sponge. Test for staining and colorfastness of fabrics and carpets by treating and drying a small, concealed area prior to application. When treating coarser substrates, more Tile Doctor Shield may be required due to absorption. One gallon of Tile Doctor Shield treats ~~200 square~~ feet depending upon treated surface porosity and texture.

For 1, 5, 55 and 275 gal. containers:

For Commercial Spray Application: For commercial application equipment (i.e., carpet/upholstery steamers, rotary jet extraction cleaners, pressure sprayers), apply and then let stand until dry or let stand 3 minutes and wipe dry with cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. Test for staining and color-fastness of fabrics and carpets by treating and drying a small, concealed area prior to application. When treating coarser substrates, more Tile Doctor Shield may be required due to absorption. Dry carpet areas and surfaces before re-entry and dry articles before use. One gallon of Tile Doctor Shield treats approximately 200 square feet.

For all containers:

For Dipping/Soaking Application: Use appropriate sized washbasin or tub for dipping/soaking the item you are treating. Use enough Tile Doctor Shield solution to completely submerge item. Completely submerge item in solution for 3 minutes. Remove item and dry. Test for staining and colorfastness of fabrics by treating and drying a small, concealed area prior to application. Do not reuse solution after

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dipping/soaking. The substrate can be dried at room temperatures or at temperatures to a maximum of 160° C (320° F).

For each application, determine optimum application and drying conditions, such as time and temperature before use. If desired, reapply Tile Doctor Shield if odor, staining and discoloration due to bacteria, mold or mildew occur.

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

FOR PRODUCTS OTHER THAN HOUSEHOLD/RESIDENTIAL:

Containers of 5 gallons or less:

STORAGE: Store in original, tightly closed container in an area inaccessible to children or persons unfamiliar with its use. Keep tightly closed until ready to use. Reclose tightly after each use. When stored in original, unopened containers at or below 25°C (77°F), Tile Doctor Shield has a minimum shelf life of 12 months from date of shipment.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. Triple rinse container promptly after emptying. Triple rinse as follows: Empty the remaining contents into application equipment or a mix tank and drain for 10 seconds after the flow begins to drip. Fill the container ¼ full with water and recap. Shake for 10 seconds. Pour rinsate into container for disposal. Drain for 10 seconds after the flow begins to drip. Repeat this procedure two more times. Dispose of rinsate by following instructions for pesticide disposal or store rinsate for later disposal. Then offer empty container for recycling, or puncture and dispose of in a sanitary landfill, or by other procedures approved by state and local authorities.

Containers of more than 5 gallons:

STORAGE: Store in original, tightly closed container in an area inaccessible to children or persons unfamiliar with its use. Keep tightly closed until ready to use. Reclose tightly after each use. When stored in original, unopened containers at or below 25°C (77°F), Tile Doctor Shield has a minimum shelf life of 12 months from date of shipment.

PESTICIDE DISPOSAL: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. Triple rinse container promptly after emptying. Triple rinse as follows: Empty the remaining contents into application equipment or a mix tank. Fill the container ¼ full with water. Replace and tighten closures. Tip container on its side and roll it back and forth, ensuring at least one complete revolution, for 30 seconds. Stand the container on its end and tip it back and forth several times. Turn the container over onto its other end and tip it back and forth several times. Empty rinsate into container for disposal. Repeat this procedure two more times. Dispose of rinsate by following instructions for pesticide disposal or store rinsate for later disposal. Then offer empty container for recycling, or puncture and dispose of in a sanitary landfill, or by other procedures approved by state and local authorities.

FOR HOUSEHOLD/RESIDENTIAL PRODUCTS:

PESTICIDE STORAGE: Store in original, tightly closed container in an area inaccessible to children or persons unfamiliar with its use. Store away from food and pet food. Keep tightly closed until ready to use. Reclose tightly after each use.

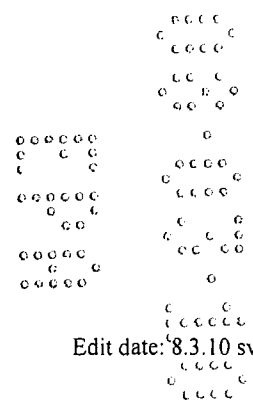
MASTER LABEL

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PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

FOR MORE INFORMATION CONCERNING THIS PRODUCT, PLEASE CONSULT THE MATERIAL SAFETY DATA SHEET (MSDS). THE MSDS CAN BE OBTAINED BY WRITING TO TILE MEDIA PROPERTIES OR BY CALLING ~~877-290-9015~~

NOTICE: TILE MEDIA PROPERTIES warrants that the product conforms to its chemical description and is reasonably fit for the purposes stated in the labeling when used in accordance with directions under normal conditions of use; but this warranty of fitness for a particular purpose does not extend to the use of this product contrary to written instructions, or under abnormal conditions, or under conditions not reasonably foreseeable to seller, and buyer assumes the risk of any such use. **TILE MEDIA PROPERTIES SPECIFICALLY DISCLAIMS ANY OTHER EXPRESS OR IMPLIED WARRANTY, INCLUDING THE WARRANTY OF MERCHANTABILITY.**



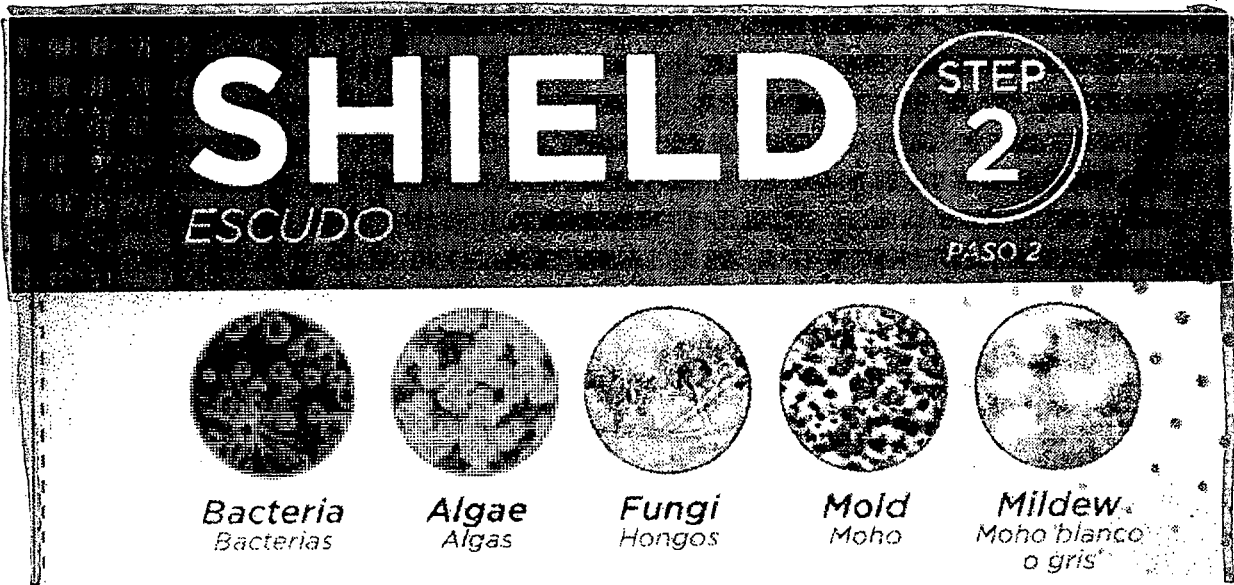
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OPTIONAL MARKETING PHRASES, PICTOGRAPHS, AND PHOTOS (IMAGES)

THE DOCTOR SHIELD - EPA Registration No. 86200-1

- 1. SHIELD/STEP 2 (enclosed in a circle) - see picture below
- 2. Photos or images of bacteria, algae, fungi, mold, and mildew - see picture below
- 3. Identification of the above mentioned photos (images) of bacteria, algae, fungi, mold, and mildew - see picture below



A snapshot of the images as they will appear on the Final Printed Label.